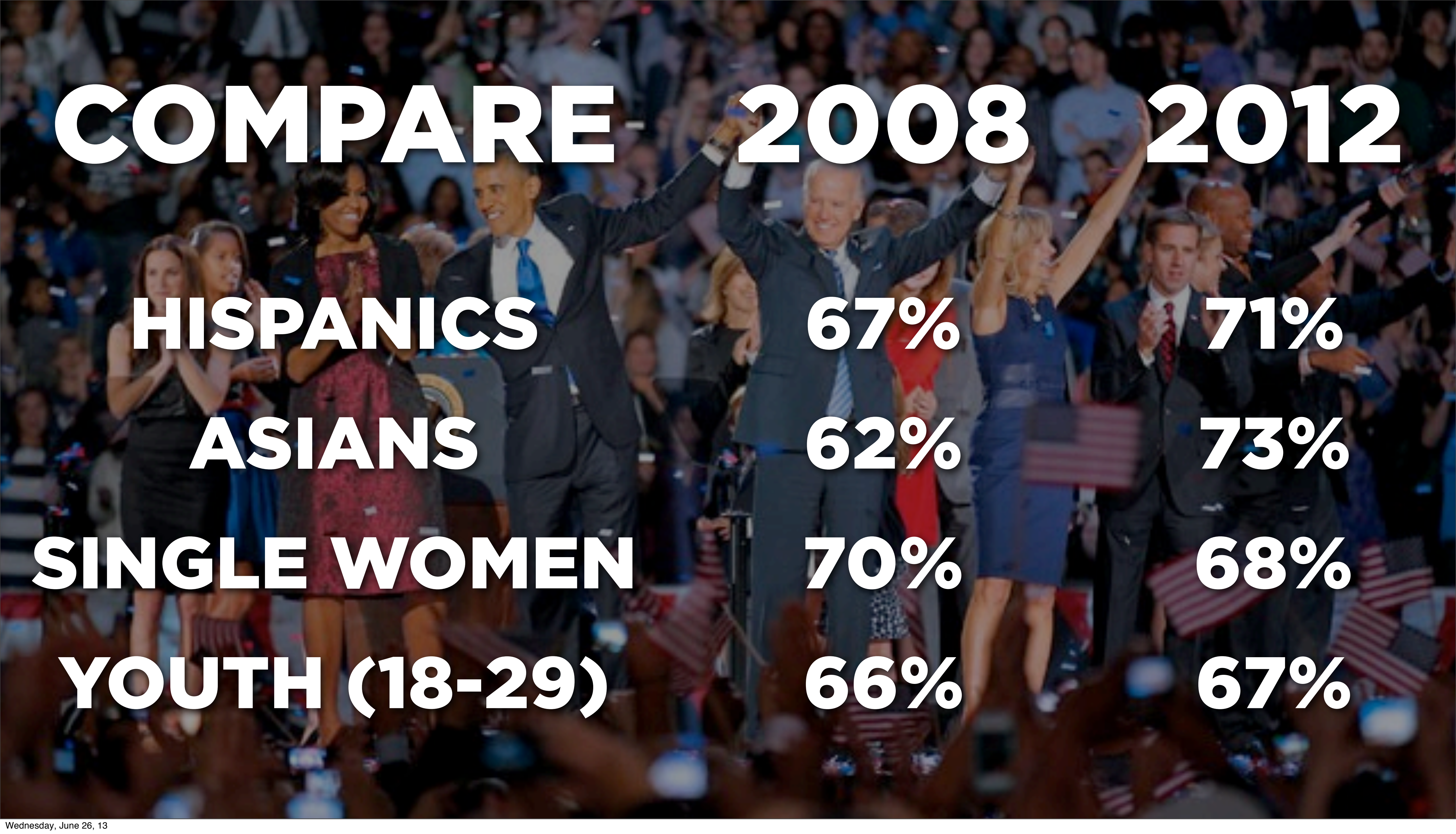


# THE HOUSE REPUBLICAN CONFERENCE

**REBRANDING THE GOP**





# COMPARE - 2008 2012

HISPANICS	67%	71%
ASIANS	62%	73%
SINGLE WOMEN	70%	68%
YOUTH (18-29)	66%	67%



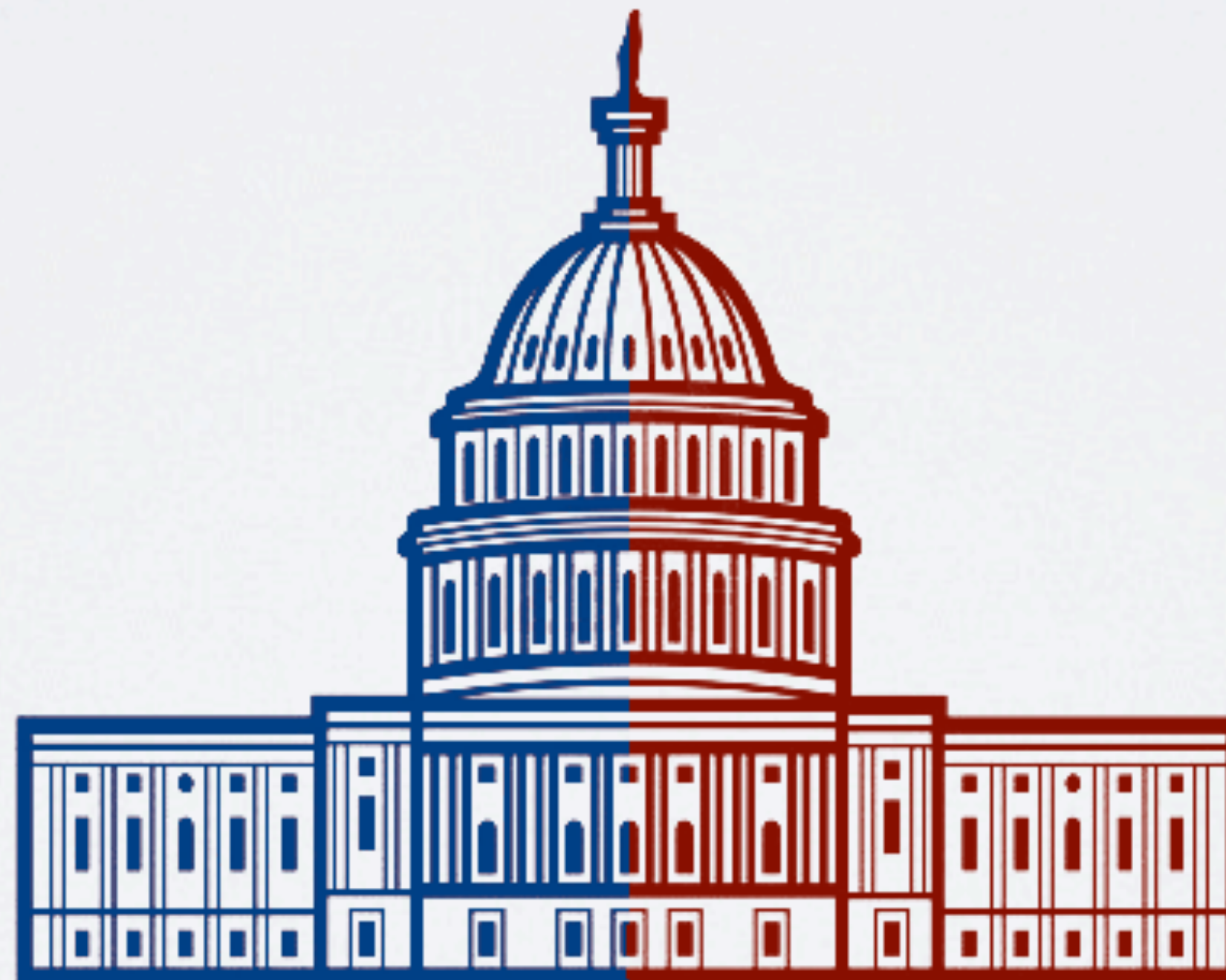
# POLITICAL POWER IN WASHINGTON

## WHITE HOUSE



## SENATE

52 Democrats  
45 Republicans



## HOUSE

234 Republicans  
201 Democrats



# ELECTION NIGHT



**PELOSI**

**THE HILL**

## DCCC chairman: Obama has vowed to help in 2014

By Cameron Joseph - 12/24/12 10:00 AM ET

[Tweet](#) 17 [Like](#) 170 [Send](#) [+1](#) 0

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President Obama has called top House Democrats to promise help in 2014, Democratic Congressional Campaign Committee Chairman Steve Israel (D-N.Y.) told The Hill.



**ISRAEL**



# ONE WEEK LATER

## McMorris Rodgers wins key leadership post

10 731 57 19 Short URL Email Print



By JAKE SHERMAN | 11/14/12 4:12 PM EST

By JAKE SHERMAN | 11/14/12 4:12 PM EST

Her selection assures there will be a female in House GOP leadership. | AP Photo

# POLITICO

“The victory comes roughly a week after women flocked to President Barack Obama over Mitt Romney in the presidential election.”





## Rep. Royce to chair Foreign Affairs Committee

November 27th, 2012, 2:28 pm · [View comments](#) · posted by Martin Wisckol, Politics reporter

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[texas lottery](#)



ORANGE COUNTY  
**REGISTER**



“He said Obama failed to take terrorism seriously enough in Benghazi and elsewhere, failed to work quickly enough to tighten sanctions on Iran, and criticized the president for not clearing the way for the Keystone pipeline.”





**JOHN BOEHNER**



**ERIC CANTOR**



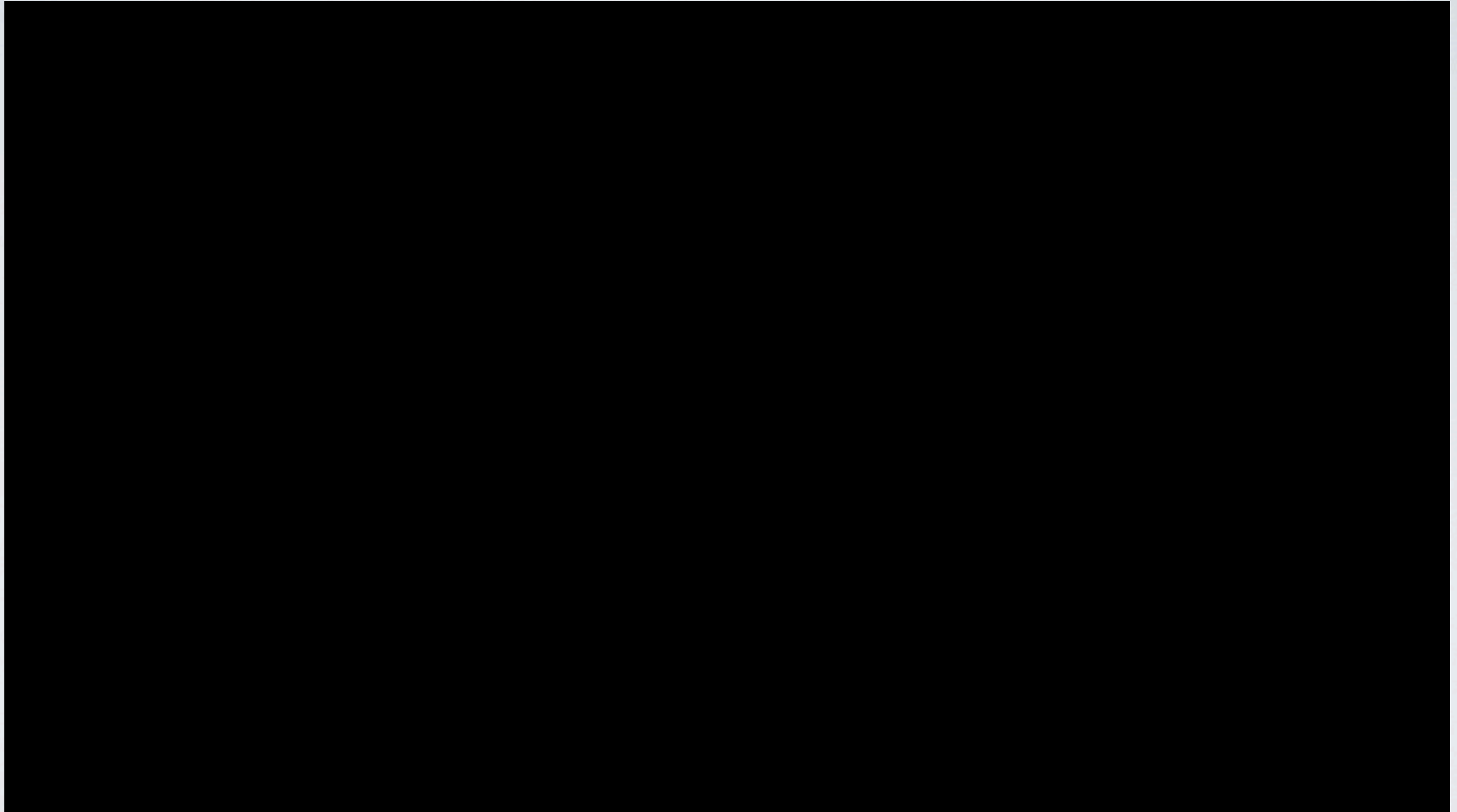
**KEVIN MCCARTHY**



**CATHY  
MCMORRIS RODGERS**



# BEGINNING THE DISCUSSION





# OUTREACH

June 4 - Vietnamese American Meetup

June 19 - Hispanic Pastors Meetup

July 17 - Korean American Meetup

July 18 - Hispanic Youth Meetup

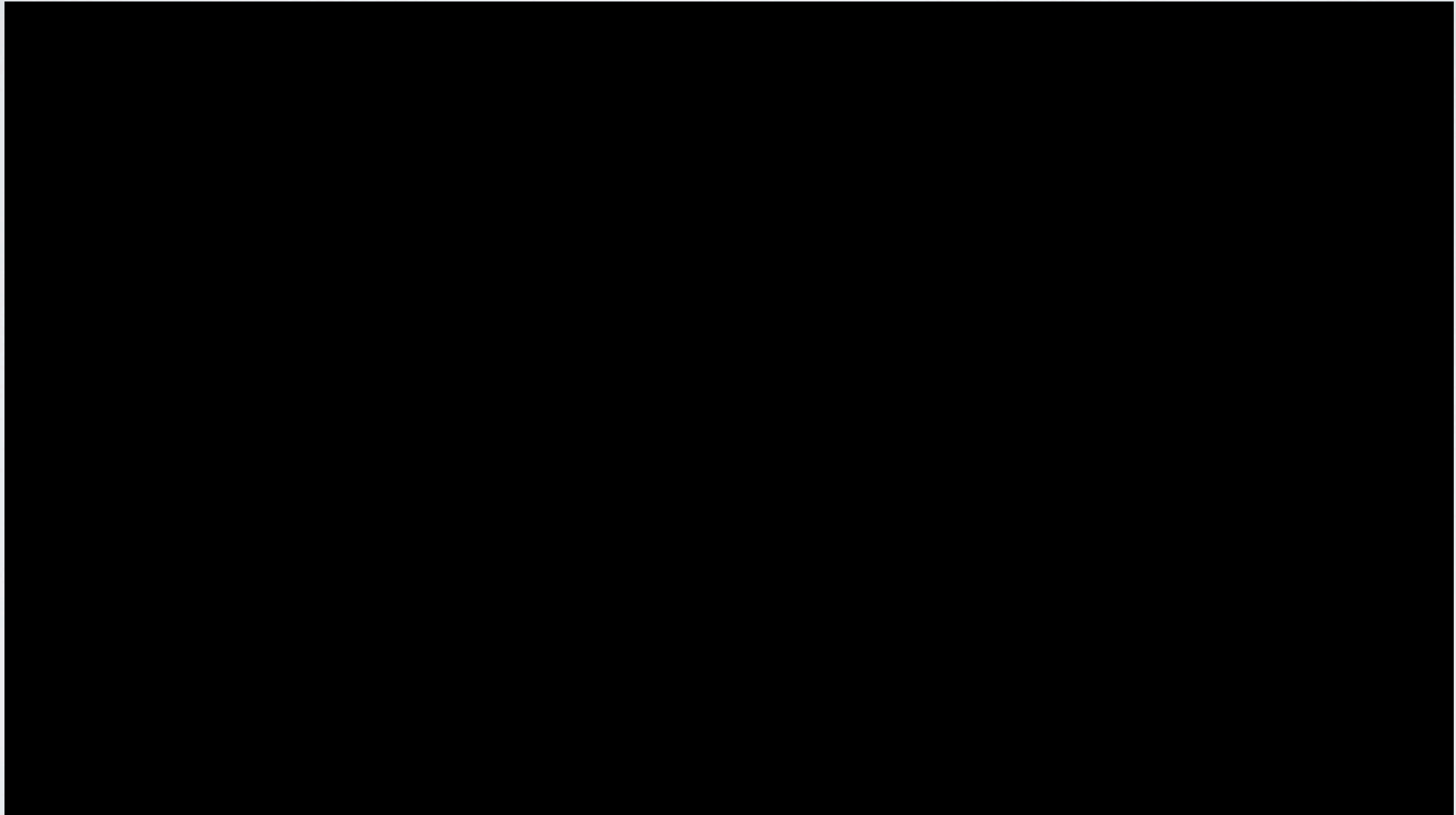
July 18 - Hispanic Women Meetup

July 24 - Women in Technology Meetup

August 1 - Hispanic Jobs Meetup



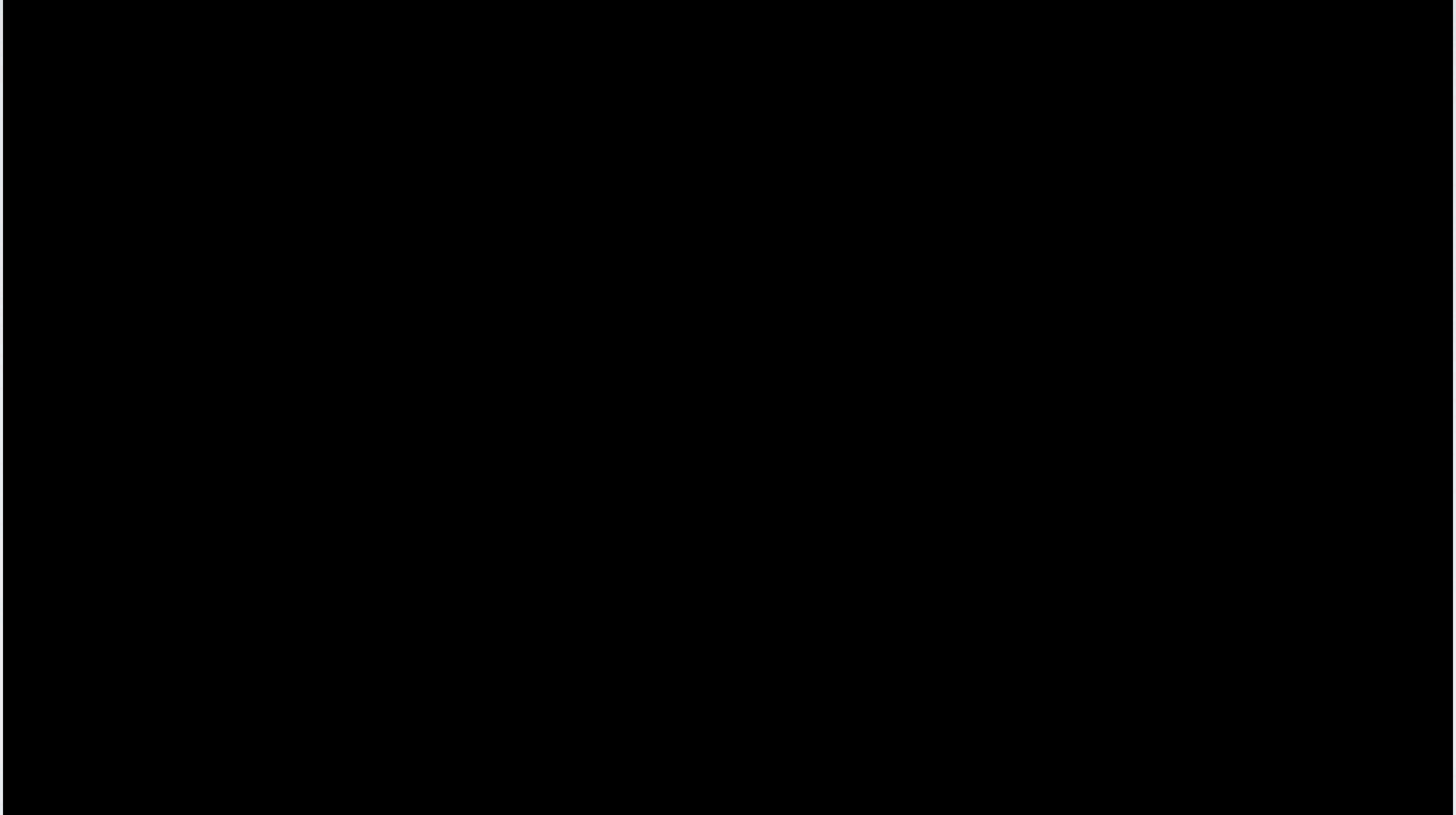
# OUTREACH MILLENNIAL MEETUP





# OUTREACH

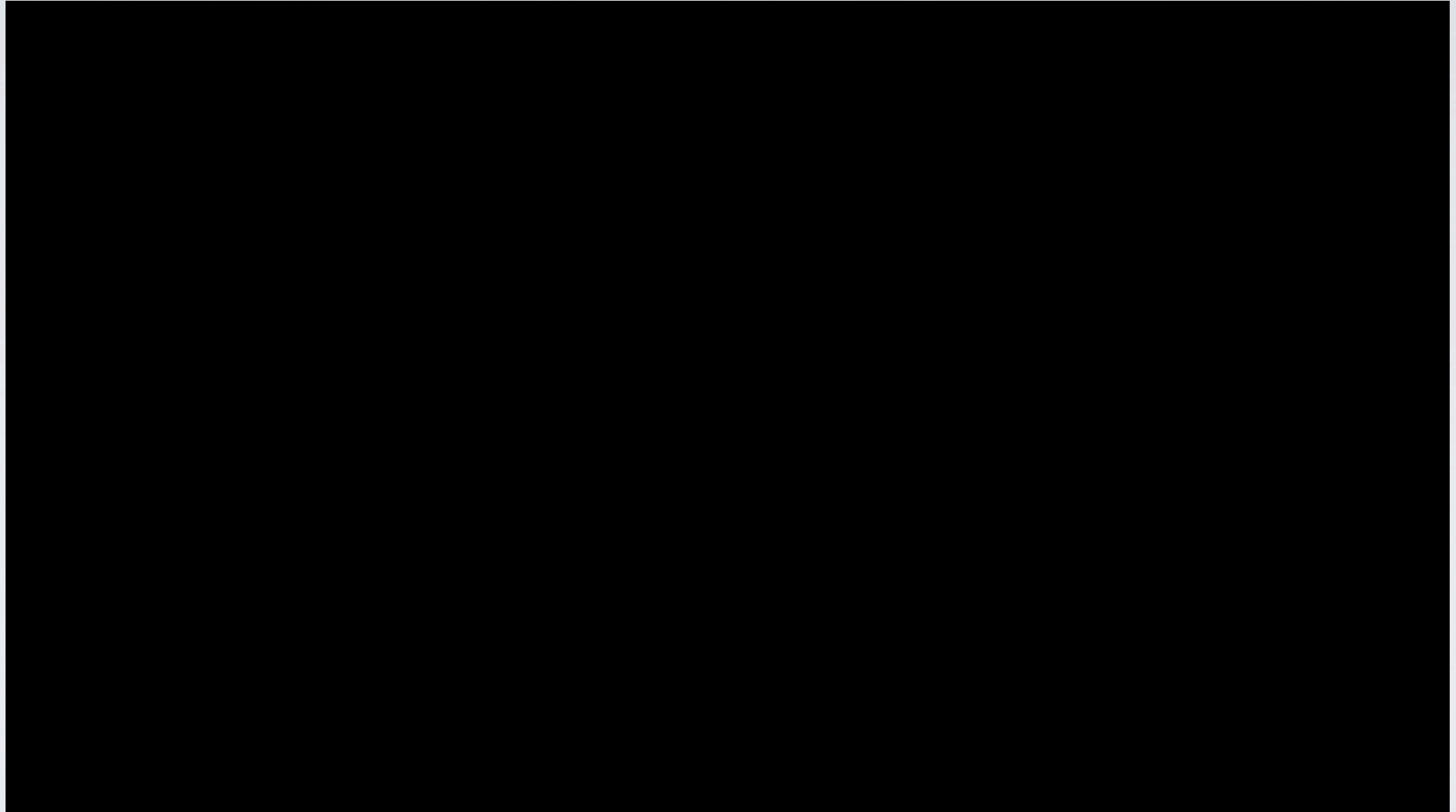
## VIETNAMESE MEETUP





# OUTREACH

## HISPANIC PASTORS MEETUP





# @GOPESPANOL

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Conferencia Republicana de la Cámara de Representantes de los Estados Unidos GOP.gov

Washington, DC · YouTube.com/user/GOPespanol

270

TWEETS

962

FOLLOWING

1,319

FOLLOWERS

Follow

## Tweets All / No replies



**Conferencia GOP** @GOPespanol

22 Jun

.@YahooNews House GOP 2 host events w/ Latino voters  
[yhoo.it/100gZTT](http://yhoo.it/100gZTT) & @rollcall GOP Bolsters Outreach Efforts  
[rollcall.com/news/gop\\_bolst...](http://rollcall.com/news/gop_bolst...)

View summary



**Conferencia GOP** @GOPespanol

22 Jun

Video--> @repjohnkline da el reporte GOP semanal:  
[m.youtube.com/#/watch?v=YL6P...](https://m.youtube.com/#/watch?v=YL6P...)

Expand



**Ed & Workforce Cmte** @EdWorkforce

22 Jun

Kline in GOP address: Get politics out of #studentloans once and for

Kline in GOP address: Get politics out of #studentloans once and for

ED & WORKFORCE CMTE @EDWORKFORCE

22 Jun



# COMMUNICATING FROM THE HEART



“People don’t care  
how much you know,  
until they know how  
much you care.”

*Jack Kemp*



# SELLING BENEFITS, NOT FEATURES





# OUR CHALLENGES

## ROLL CALL

THE SOURCE FOR NEWS ON CAPITOL HILL SINCE 1955

### GOP Hispanic Outreach Hits Tea Party Fury

By **Emma Dumain**

Posted at 6:38 p.m. on June 19



199



78



3

ill-timed news conference

to the Hispanic community ran smack into a tea party

Outside the Capitol, a tea-party-fueled rally on immigration put the spotlight on the dilemma facing Speaker John A. Boehner. The Ohio Republican met with the Congressional Hispanic Caucus on Wednesday. The meeting was a direct effort to reach out to Hispanic members of Congress by passing a resolution on immigration. The meeting was held outside the Capitol, where a large crowd of tea party supporters gathered.

The contrast was on full display at an ill-timed news conference held by GOP Conference Chairwoman Cathy McMorris Rodgers of Washington outside the Capitol in the House Triangle, competing with the larger, daylong anti-immigration-bill news conference and rally on the East Front.

tea-party-fueled rally

the East Front



# OUR CHALLENGES

## Todd Akin says he'd take back rape comments

ON POLITICS

11:08 a.m. EDT April 26, 2013



(Photo: Sid Hastings, AP)

Republican Todd Akin said he regrets his comments about "legitimate rape," nearly six months after the controversial remarks derailed his bid for the U.S. Senate in Missouri.

When asked by KDSK-TV if he would take back his much-derided comments, the former congressman said, "Oh, of course I would. I've relived them too many times. But that is not reality."

The story of Akin's downfall is well known: The conservative lawmaker said in a TV interview last summer that he believes pregnancy can be prevented by a woman involved in a "legitimate rape" because "the female body has ways to try to shut that whole thing down."

whole thing down."

involved in a "legitimate rape" because "the female body has ways to try to shut that



# NEXT PHASE

- **Advisory Councils**
- **Bypassing the mainstream media**



# HOW CAN YOU HELP?

- **Branding and strategy**
- **Connecting us with community leaders**
- **Spread the word**